# Winnable Battles

## 2015 Targets

### Healthcare-associated infections (HAIs)

- Reduce central line-associated blood stream infections (CLABSI) in hospitals by 60%.
- Reduce healthcare-associated invasive methicillin-resistant *Staphylococcus aureus* (MRSA) by 60%.
- Reduce surgical site infection (SSI) in hospitals by 30%.
- Reduce catheter-associated urinary tract infections (CAUTI) in hospitals by 30%.

### HIV

- Reduce the number of new HIV infections by 25%.

### Teen Pregnancy

- Decrease teen birth rates by 20%.

### Motor Vehicle Safety

- Reduce fatalities due to motor vehicle crashes by 31%.

### Nutrition, Physical Activity, Obesity, and Food Safety

- Reduce the proportion of children and adolescents age 2-19 who are obese by 5%.
- Increase the proportion of infants who are breastfed by 15%.
- Reduce foodborne illness caused by Salmonella by 12.5%.
- Reduce foodborne illness caused by Shiga toxin-producing Escherichia coli (STEC) O157:H7 by 29%.

### Tobacco

- Decrease the percent of adults who smoke cigarettes by 21%.
- Decrease the percent of youth who smoke cigarettes by 11%.
- Increase the proportion of the U.S. population covered by smoke-free laws by 104%.

# Winnable Battles

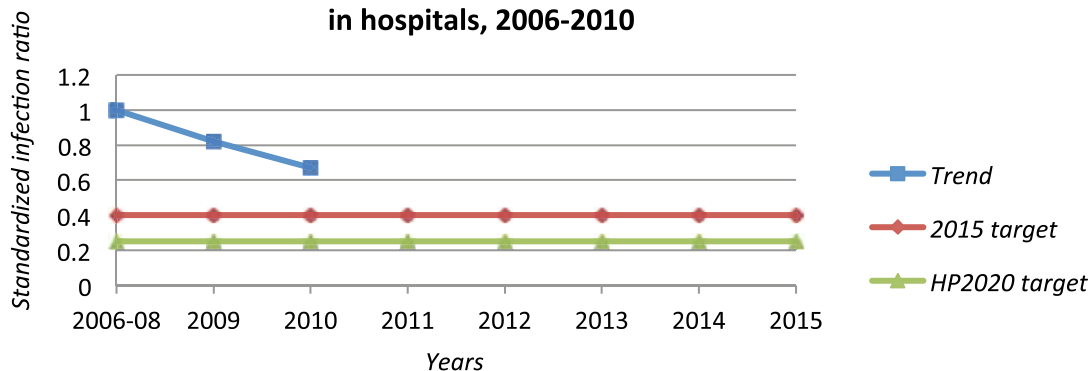## Healthcare-Associated Infections (HAI)

Ensure safe healthcare for all Americans by reducing healthcare-associated infections

**Key Actions:**

- Promote and track use of proven HAI prevention practices
- Increase use of National Healthcare Safety Network (NHSN) to intervene, track and report HAIs

| Indicator | Baseline | 2015 Target |
|---|---|---|
| CLABSI SIR (in hospitals) | 1.0 (2006-2008) | 0.4 (60% reduction) |
| Healthcare-associated MRSA | 27.08 infections per 100,000 persons (2007-2008) | 10.83 infections per 100,000 persons (60% reduction) |
| SSI SIR (in hospitals) | 1.0 (2006-2008) | 0.70 (30% reduction) |
| CAUTI SIR (in hospitals) | 1.0 (2009) | 0.70 (30% reduction) |

### Trends in central line-associated blood stream infections (CLABSI) in hospitals, 2006-2010

### Trends in healthcare-associated invasive methilicillin-resistant *Staphylococcus aureus* (MRSA) infections, 2007-2010
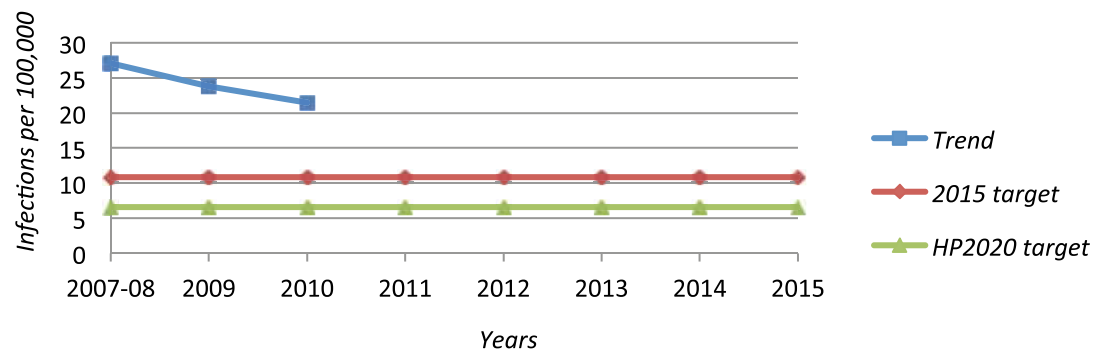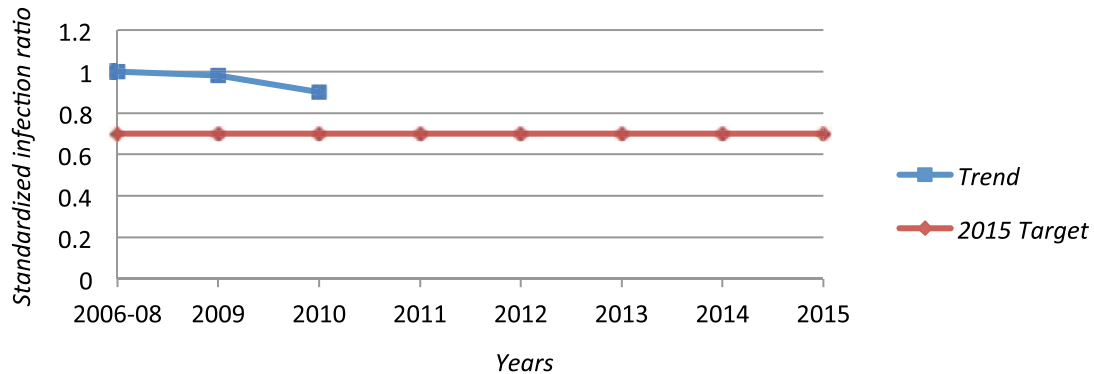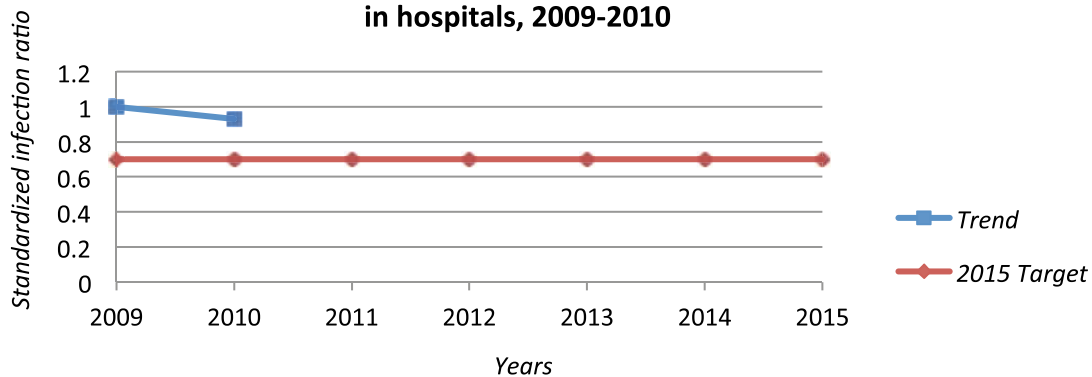
# Winnable Battles

## Healthcare-Associated Infections (HAI)

Ensure safe healthcare for all Americans by reducing healthcare-associated infections

**Trends in surgical site infections (SSI) in hospitals, 2006-2010**



**Trends in catheter-associated urinary tract infections (CAUTI) in hospitals, 2009-2010**



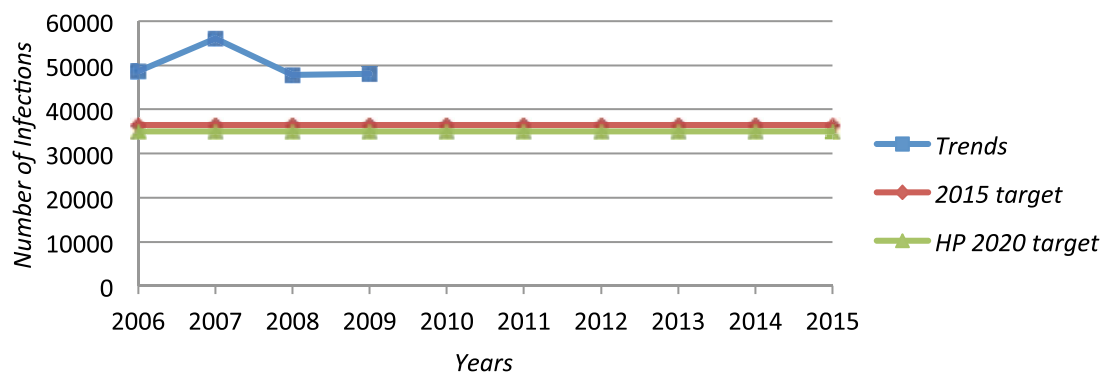| Relevant Healthy People Objectives | |
|---|---|
| HAI 1 | Reduce central line-associated bloodstream infections (CLABSI) 2020 Target: 0.25 SIR or 75% reduction Baseline 1.0 Standardized Infection Ratio (SIR) (2006-2008) |
| HAI 2 | Reduce invasive healthcare-associated methicillin-resistant *Staphylococcus aureus* (MRSA) infections 2020 Target: 6.5 infections per 100,000 persons or 75% reduction Baseline: 26.24 infections per 100,000 persons (2007-2008) |

# Winnable Battles

## HIV

Prevent new HIV infections and ensure quality health care for persons living with HIV

**Key Actions:**

- Reduce HIV incidence in the United States
- Maximize the proportion of people with HIV who have suppressed viral load by improving diagnosis, linkage and retention in care, and antiretroviral provision and adherence
- Implement comprehensive prevention with positives and with high-risk negatives
- Improve data monitoring, dissemination, and feedback
- Reduce HIV-related disparities

| Indicator | Baseline | 2015 Target |
|---|---|---|
| The number of new HIV infections | 48,600 new HIV infections (2006) | 36,450 new HIV infections (25% reduction) |

**Trends in the number of new HIV infections, 2006-2009**



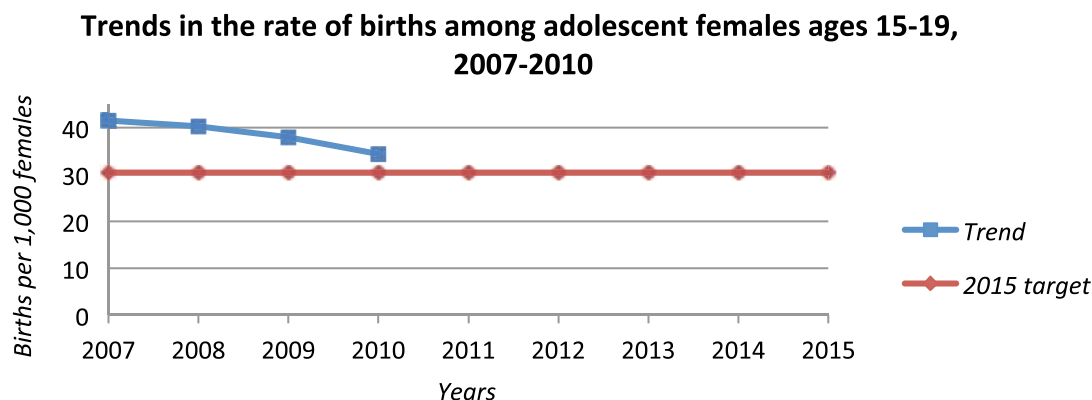| Relevant Healthy People Objectives | |
|---|---|
| HIV 3 | Reduce the rate of HIV transmission among adolescents and adults<br>2020 Target: 3.5 new infections per 100 persons living with HIV<br>Baseline: 4.58 new infections per 100 persons living with HIV (2006) |
| HIV 12 | Reduce deaths from HIV infection<br>2020 Target: 3.3 deaths per 100,000 population<br>Baseline: 3.7 deaths per 100,000 population (2007) |
| HIV 13 | Increase the proportion of people living with HIV who know their serostatus<br>2020 Target: 90.0%<br>Baseline: 80.6% (2006) |

# Winnable Battles

## *Teen Pregnancy*

Reduce teen pregnancy and its contribution to the cycle of poverty for teens and their families

**Key Actions:**

- Monitor teen pregnancy/birth rates and prevention policies
- Promote the delay of sexual initiation through evidence-based programs and social norm changes
- Expand the reach of Medicaid family planning services
- Promote the use of effective contraceptive methods, including long-acting reversible contraception, by sexually active teens

| Indicator | Baseline | 2015 Target |
|---|---|---|
| Teen birth rate among adolescent females ages 15 to 19 | 37.9 births per 1,000 females ages 15 to 19 (2009) | 30.3 births per 1,000 females ages 15 to 19 (20% reduction) |

### Trends in the rate of births among adolescent females ages 15-19, 2007-2010



| Relevant Healthy People Objectives | |
|---|---|
| FP 8.1 | Reduce the pregnancy rate among adolescent females aged 15 to 17 years<br>2020 target: 36.2 pregnancies per 1,000<br>Baseline: 40.2 pregnancies per 1,000 (2005) |
| FP 8.2 | Reduce the pregnancy rate among adolescent females aged 18 to 19 years<br>2020 target: 105.9 pregnancies per 1,000<br>Baseline: 117.7 pregnancies per 1,000 (2005) |

# Winnable Battles

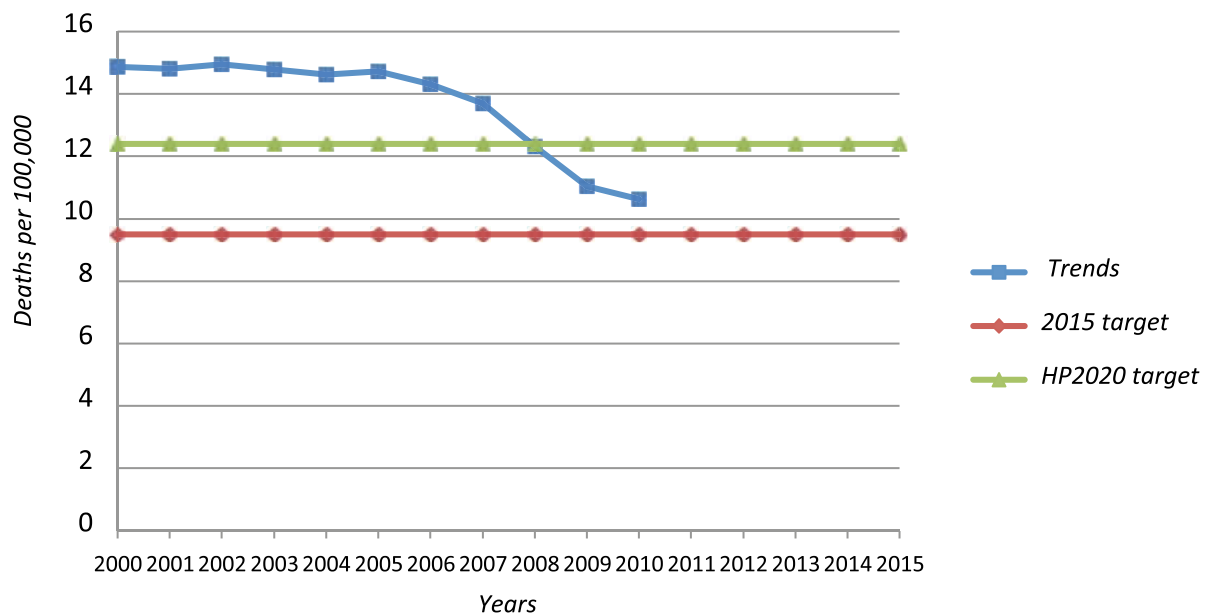## *Motor Vehicle Safety*
### Keep people safe on the road–everyday

**Key Actions:**

- Reduce injuries and deaths in motor vehicle crashes by increasing seat belt use
- Protect teen drivers with comprehensive Graduated Driver Licensing (GDL) systems and parental monitoring
- Reduce alcohol-impaired driving with evidence-based prevention strategies, such as ignition interlock programs
- Better protect motorcyclists by increasing helmet use

| Indicator | Baseline | 2015 Target |
|---|---|---|
| Rate of motor-vehicle related fatalities | 13.8 deaths per 100,000 population (2007) | 9.5 deaths per 100,000 population (31% reduction) |

### Trends in motor vehicle-related fatalities, 2000-2010



| Relevant Healthy People Objectives | |
|---|---|
| IVP 13.1 | Reduce motor vehicle crash-related deaths<br>2020 Target: 12.4 deaths per 100,000 population<br>Baseline: 13.8 deaths per 100,000 population (2007) |
| IVP 14 | Reduce nonfatal motor vehicle crash-related injuries<br>2020 Target: 694.4 nonfatal injuries per 100,000 population<br>Baseline: 771.5 nonfatal injuries per 100,000 population (2008) |

# Winnable Battles

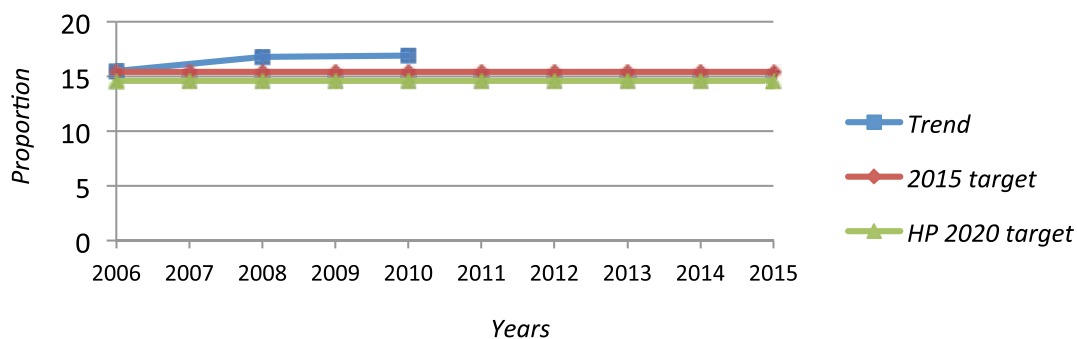## Nutrition, Physical Activity, Obesity & Food Safety

Support all Americans in achieving a healthy weight by making nutritious foods and physical activity the easy, attractive and affordable choice

**Key Actions:**

- Monitor the quality of breastfeeding related maternity care practices
- Reduce artificial trans fat in the food supply
- Reduce sodium in the food supply
- Improve the food environments of child care centers, schools, hospitals, workplaces, and food retail outlets
- Reduce consumption of calories from added sugars
- Improve the environments/policies of child care centers, schools, workplaces, and communities to support increased physical activity

| Indicator | Baseline | 2015 Target |
|---|---|---|
| The prevalence of obesity among U.S. children and adolescents aged 2–19 | 16.2% (2005-2008) | 15.4% (5% reduction) |
| The proportion of infants who are breastfed at 6 months | 43.5% (2006) | 50% (15% increase) |

**Trends in the prevalence of obesity among U.S. children and adolescents aged 2–19, 2006-2010**



**Trends in the proportion of infants who are breastfed at 6 months, 2005-2008**
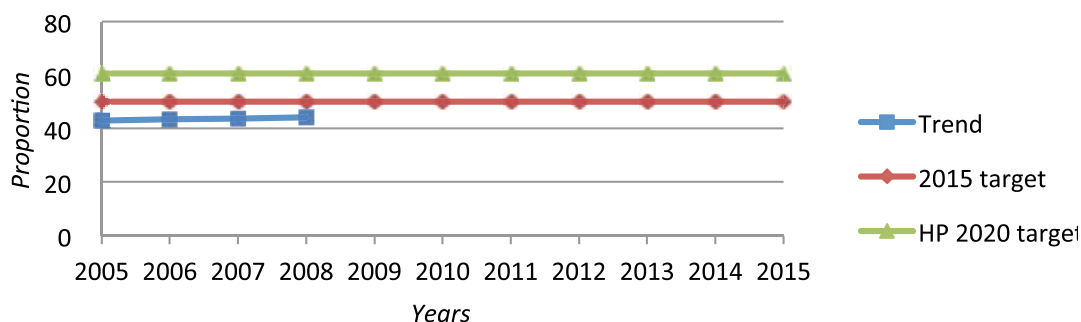
# Winnable Battles

## Nutrition, Physical Activity, Obesity & Food Safety

Support all Americans in achieving a healthy weight by making nutritious foods and physical activity the easy, attractive and affordable choice

| Relevant Healthy People Objectives | |
|---|---|
| NWS 8 | Increase the proportion of adults who are at a healthy weight<br>2020 Target: 33.9%<br>Baseline: 30.8% (2005–08) |
| NWS 9 | Reduce the proportion of adults who are obese<br>2020 Target: 30.6%<br>Baseline: 34.0% (2005–08) |
| NWS 10.4 | Reduce the proportion of children aged 2 to 19 years who are considered obese<br>2020 Target: 14.6%<br>Baseline: 16.2% (2005–08) |
| NWS 17.2 | Reduce consumption of calories from added sugars<br>2020 Target: 10.8%<br>Baseline: 15.7% (2001–04) |
| NWS 19 | Reduce consumption of sodium in the population aged 2 years and older<br>2020 Target: 2,300 mg<br>Baseline:  3,641 mg (2003-06) |
| PA 1 | Reduce the proportion of adults who engage in no leisure-time physical activity<br>2020 Target: 32.6%<br>Baseline: 36.2% (2008) |
| PA 3.1 | Increase the proportion of adolescents who meet current Federal physical activity guidelines<br>2020 Target: 20.2%<br>Baseline: 18.4% (2009) |
| MICH 21.2 | Increase the proportion of infants who are breastfed at 6 months<br>2020 Target: 60.6%<br>Baseline: 43.5% (2007-09) |

# Winnable Battles

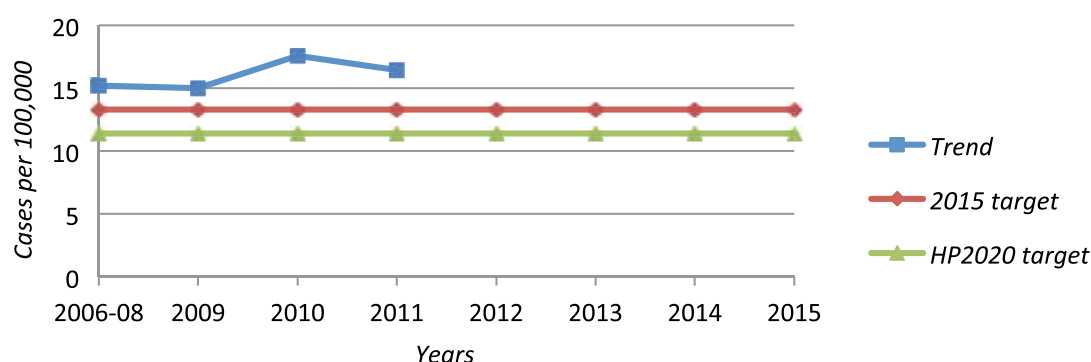## Nutrition, Physical Activity, Obesity & Food Safety

Keep America's food supply safe by preventing and responding to foodborne outbreaks

**Key Actions:**

- Improve knowledge of incidence, trends, burden, and causes of foodborne outbreaks
- Improve state and federal epidemiologic, laboratory and environmental health capacity to detect and respond quickly to foodborne outbreaks

| Indicator | Baseline | 2015 Target |
|---|---|---|
| Reduce the rate of infections caused by Salmonella | 15.2 cases per 100,000 population (2006-2008) | 13.3 cases per 100,000 population (12.5% reduction) |
| Reduce the rate of infections caused by Shiga toxin-producing Escherichia coli (STEC) O157:H7 | 1.2 cases per 100,000 population (2006-2008) | 0.85 cases per 100,000 population (29% reduction) |

### Trends in the rate of infections caused by Salmonella, 2006-2011



### Trends in the rate of infections caused by Shiga toxin-producing Escherichia coli (STEC) O157:H7, 2006-2011
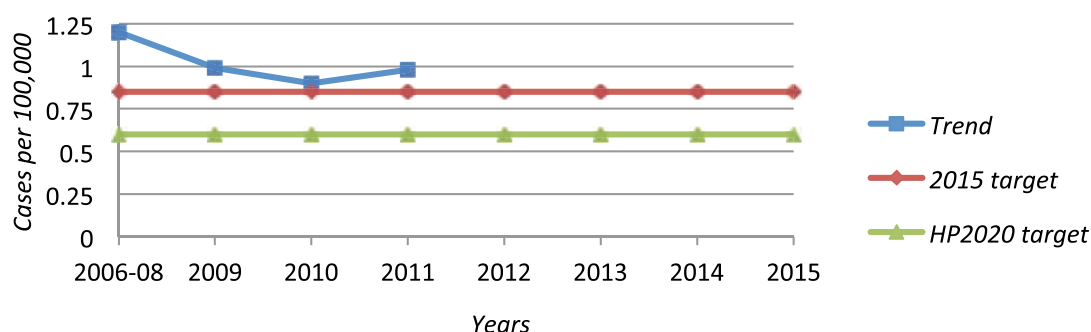
# Winnable Battles

## *Nutrition, Physical Activity, Obesity & Food Safety*

Keep America's food supply safe by preventing and responding to foodborne outbreaks

| Relevant Healthy People Objectives | |
|---|---|
| FS 1.2 | Reduce infections caused by Shiga toxin-producing Escherichia coli (STEC) O157:H7<br>2020 Target: 0.6 cases per 100,000<br>Baseline: 1.2 cases on average per 100,000 population per year (2006–08) |
| FS 1.4 | Reduce infections caused by Salmonella species<br>2020 Target: 11.4 cases per 100,000<br>Baseline: 15.2 cases on average per 100,000 population per year (2006–08) |
| FS 2 | Reduce the number of outbreak-associated infections due to Shiga toxin-producing E. coli O157, or Campylobacter, Listeria, or Salmonella species associated with food commodity groups |
| FS 2.3 | Fruits and nuts<br>Target: 280 cases per year<br>Baseline: 311 reported outbreak-associated infections, on average, per year due to Shiga toxin-producing E. coli O157, or Campylobacter, Listeria, or Salmonella species were associated with fruits and nuts in 2005–07<br>Target setting method: 10 percent improvement<br>Data source: National Outbreak Reporting System (NORS), CDC and States |
| FS 2.5 | Poultry<br>Target: 232 cases per year<br>Baseline: 258 reported outbreak-associated infections, on average, per year due to Shiga toxin-producing E. coli O157, or Campylobacter, Listeria, or Salmonella species were associated with poultry in 2005–07<br>Target setting method: 10 percent improvement<br>Data source: National Outbreak Reporting System (NORS), CDC and States |

# Winnable Battles
## Tobacco

Prevent the initiation of tobacco use, promote quitting, and ensure smoke-free environments

**Key Actions:**
- Track tobacco use and prevention policies
- Reduce exposure to secondhand smoke
- Offer help to quit tobacco use
- Use effective media to warn about the dangers of tobacco
- Reduce exposure to tobacco advertising, promotion and sponsorship
- Make tobacco use less attractive and affordable

| Indicator | Baseline | 2015 Target |
|---|---|---|
| Decrease the percent of adults who smoke cigarettes | 20.6% (2008) | 16.3% (21% reduction) |
| Decrease the percent of youth who smoke cigarettes | 20% (2007) | 17.27% (11% reduction) |
| Increase the proportion of the U.S. population covered by smoke-free laws | 38.2% (2008) | 78.1% (104% increase) |

### Trends in percent of adults who smoke cigarettes, 2006-2010
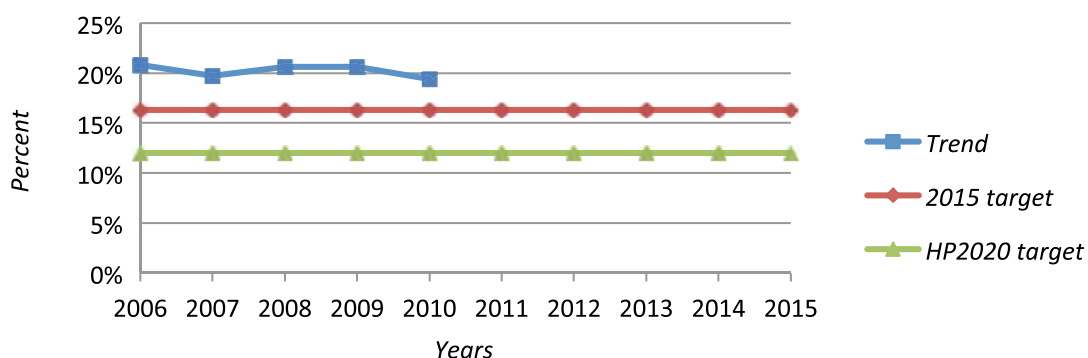


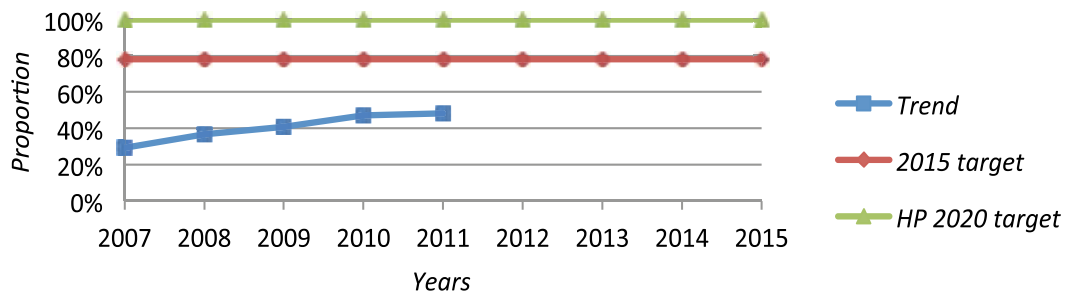### Trends in percent of youth who smoke cigarettes, 2005-2011
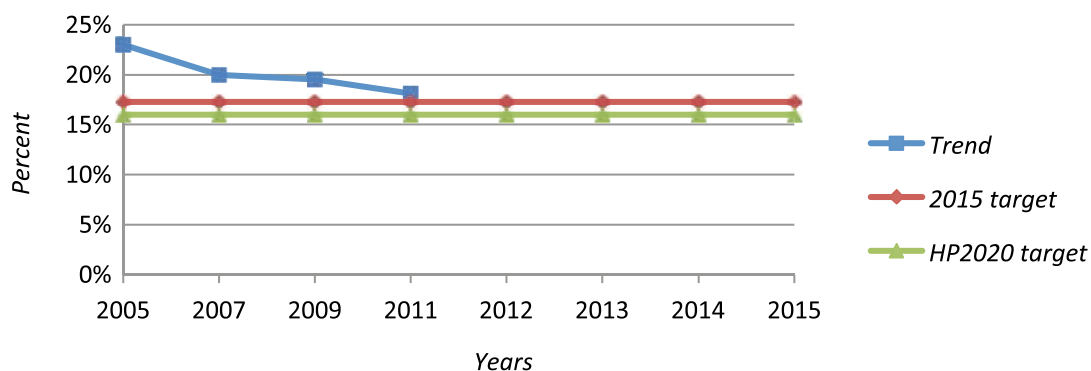
# Winnable Battles

## *Tobacco*

Prevent the initiation of tobacco use, promote quitting, and ensure smoke-free environments

**Trends in proportion of U.S. population covered by comprehensive state and/or local laws making workplaces, restaurants and bars smoke-free, 2007-2011**



| Relevant Healthy People Objectives | |
|---|---|
| TU 1.1 | Reduce cigarette smoking by adults<br>2020 Target: 12.0%<br>Baseline: 20.6% (2008) |
| TU 2.2 | Reduce cigarette smoking (past month) by adolescents<br>2020 Target: 16.0%<br>Baseline: 19.5% (2009) |
| TU 11.1 | Reduce the proportion of children aged 3 to 11 years exposed to secondhand smoke<br>2020 Target: 74.0%<br>Baseline: 82.2% (2005–08) |
| TU 11.2 | Reduce the proportion of adolescents aged 12 to 17 years exposed to secondhand smoke<br>2020 Target: 70.2%<br>Baseline: 78.0% (2005–08) |
| TU 11.3 | Reduce the proportion of adults aged 18 years and older exposed to secondhand smoke<br>2020 Target: 68.0%<br>Baseline: 75.5% (2005–08) |
| TU 13 | Establish laws in States, District of Columbia, Territories, and Tribes on smoke-free indoor air that prohibit smoking in public places and worksites<br>2020 Target: 50 states and DC (100% of the population)<br>Baseline: 25 states and DC (2010) |